

# Complete Wedding Market Report

For: Limestone TX - (County)

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# Market Totals

Location: Limestone TX - (County)

Category: Totals

Item: Market Totals

156		\$21,116	\$12,341	
2025 Weddings & Demand		2025 Avg Spend	2025 Median Spend	
Year	Number of Weddings	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2008	177	\$16,118	\$0	\$2,852,886
2009	172	\$14,747	\$0	\$2,536,484
2010	179	\$17,181	\$0	\$3,075,399
2011	180	\$16,556	\$0	\$2,980,080
2012	187	\$16,513	\$0	\$3,087,931
2013	181	\$16,879	\$0	\$3,055,099
2014	179	\$17,714	\$0	\$3,170,806
2015	190	\$18,296	\$0	\$3,476,240
2016	188	\$18,120	\$0	\$3,406,560
2017	191	\$18,121	\$0	\$3,461,111
2018	165	\$17,198	\$0	\$2,837,670
2019	132	\$17,213	\$9,231	\$2,272,116
2020	143	\$14,253	\$7,969	\$2,038,179
2021	158	\$18,235	\$9,773	\$2,881,130
2022	158	\$19,618	\$11,137	\$3,099,644
2023	162	\$19,891	\$11,197	\$3,222,342
2024	158	\$20,486	\$11,849	\$3,236,788
2025	156	\$21,116	\$12,341	\$3,294,096
2026	154	\$21,893	\$0	\$3,371,522
2027	151	\$22,583	\$0	\$3,410,033

Year	Number of Weddings	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2028	149	\$22,803	\$0	\$3,397,647

## Note About Data

Years 2020, 2021, 2022, 2023 reflect changes based on COVID-19

This data reflects what couples actually report across a wide range of budgets, demographics, and wedding styles. It includes both new and used items, professional services, and even help from friends or family. Spending may seem lower than some are used to - that's intentional. It provides a clearer, more realistic view of how most couples actually prioritize and spend, which can be a real advantage when making smart, real-world business decisions.

County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

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# Spending Ranges

Location: Limestone TX - (County)

Category: Totals

Item: Market Totals

156

2025 Weddings

\$21,116

2025 Avg Spend

\$12,341

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$5000	25.1%	33	\$ 82,830
2019	\$5001 - \$10000	29.5%	39	\$292,050
2019	\$10001 - \$20000	24.3%	32	\$481,140
2019	\$20001 - \$30000	12.2%	16	\$402,600
2019	\$30000+	8.9%	12	\$528,660
<b>2020</b>				
2020	<\$5000	29.9%	43	\$106,893
2020	\$5001 - \$10000	33.4%	48	\$358,215
2020	\$10001 - \$20000	19.9%	28	\$426,855
2020	\$20001 - \$30000	9.8%	14	\$350,350
2020	\$30000+	7.0%	10	\$450,450
<b>2021</b>				
2021	<\$5000	23.4%	37	\$ 92,430
2021	\$5001 - \$10000	28.0%	44	\$331,800
2021	\$10001 - \$20000	25.8%	41	\$611,460
2021	\$20001 - \$30000	13.1%	21	\$517,450
2021	\$30000+	9.6%	15	\$682,560
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$5000	21.2%	33	\$ 83,740
2022	\$5001 - \$10000	26.0%	41	\$308,100
2022	\$10001 - \$20000	27.9%	44	\$661,230
2022	\$20001 - \$30000	14.4%	23	\$568,800
2022	\$30000+	10.5%	17	\$746,550

## 2023

2023	<\$5000	20.9%	34	\$ 84,645
2023	\$5001 - \$10000	25.7%	42	\$312,255
2023	\$10001 - \$20000	28.2%	46	\$685,260
2023	\$20001 - \$30000	14.6%	24	\$591,300
2023	\$30000+	10.6%	17	\$772,740

## 2024

2024	<\$5000	19.9%	31	\$ 78,605
2024	\$5001 - \$10000	24.7%	39	\$292,695
2024	\$10001 - \$20000	29.2%	46	\$692,040
2024	\$20001 - \$30000	15.1%	24	\$596,450
2024	\$30000+	11.0%	17	\$782,100

## 2025

2025	<\$5000	19.0%	30	\$ 74,100
2025	\$5001 - \$10000	23.8%	37	\$278,460
2025	\$10001 - \$20000	30.1%	47	\$704,340
2025	\$20001 - \$30000	15.7%	24	\$612,300
2025	\$30000+	11.5%	18	\$807,300

**NOTE:** Sum of the Spending Range total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

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# Weddings by Month

Year: 2025

Location: Limestone TX - (County)

156

2025 Weddings

Month	Percent of Weddings	Number of Weddings
January	4.1%	6
February	5.2%	8
March	8.7%	14
April	9.9%	15
May	9.9%	15
June	10.5%	16
July	7.0%	11
August	7.0%	11
September	8.1%	13
October	12.8%	20
November	9.3%	15
December	7.6%	12

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# Number of Guests

Location: Limestone TX - (County)

127

98 - 108

2025 Avg No. Guests US

2025 Avg No. Guests This Market

Year	Number of Guests
2019	80
2020	113
2021	92
2022	106
2023	99
2024	94
2025	103

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# Number of Guests by Range

Location: Limestone TX - (County)

127

2025 Avg No. Guests US

98 - 108

2025 Avg No. Guests This Market

Year	Guest Range	Percent of Weddings	Number of Weddings
<b>2019</b>			
2019	Less than 25	13.0%	17
2019	25-50	13.0%	17
2019	50-100	28.0%	37
2019	101-150	23.0%	30
2019	151-200	15.0%	20
2019	201-300	7.0%	9
2019	More than 300	2.0%	3
<b>2020</b>			
2020	Less than 25	7.0%	10
2020	25-50	14.0%	20
2020	50-100	28.0%	40
2020	101-150	25.0%	36
2020	151-200	15.0%	21
2020	201-300	9.0%	13
2020	More than 300	2.0%	3
<b>2021</b>			
2021	Less than 25	13.0%	21
2021	25-50	14.0%	22
2021	50-100	27.0%	43
2021	101-150	21.0%	33

Year	Guest Range	Percent of Weddings	Number of Weddings
2021	151-200	15.0%	24
2021	201-300	9.0%	14
2021	More than 300	3.0%	5
<b>2022</b>			
2022	Less than 25	7.0%	11
2022	25-50	14.0%	22
2022	50-100	27.0%	43
2022	101-150	22.0%	35
2022	151-200	16.0%	25
2022	201-300	10.0%	16
2022	More than 300	3.0%	5
<b>2023</b>			
2023	Less than 25	10.0%	16
2023	25-50	14.0%	23
2023	50-100	26.0%	42
2023	101-150	22.0%	36
2023	151-200	15.0%	24
2023	201-300	10.0%	16
2023	More than 300	3.0%	5
<b>2024</b>			
2024	Less than 25	12.0%	19
2024	25-50	13.0%	21
2024	50-100	25.0%	40
2024	101-150	21.0%	33
2024	151-200	15.0%	24

Year	Guest Range	Percent of Weddings	Number of Weddings
2024	201-300	10.0%	16
2024	More than 300	3.0%	5

## 2025

2025	Less than 25	8.6%	13
2025	25-50	14.5%	23
2025	50-100	27.1%	42
2025	101-150	23.0%	36
2025	151-200	16.3%	25
2025	201-300	10.4%	16
2025	More than 300	3.4%	5

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# Spending by Guests

Year: 2025

Location: Limestone TX - (County)

Range	Average Spending
Less than 25	\$7,735
25-50	\$9,502
51-100	\$13,303
101-150	\$18,301
151-200	\$24,136
201-300	\$31,034
More than 300	\$70,772

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# Market Summary

Year: 2025

Location: Limestone TX - (County)

156

2025 Weddings

\$21,116

2025 Avg Spend

\$3,294,096

2025 Total Sales

Category	Item	Weddings	Demand %	Avg Spend	Median Spend	Total Sales
Totals						
	Market Totals	156		\$21,116	\$12,341	\$3,294,096
Attire & Accessories						
	Alterations/Tailoring Services	108	69%	\$360	\$272	\$38,750
	Attire for Rehearsal Dinner or Pre-Wedding Events	31	20%	\$277	\$220	\$8,642
	Dress Accessories	103	66%	\$268	\$146	\$27,593
	Dress or Suit Steaming Services	27	17%	\$189	\$144	\$5,012
	Gown Preservation Service	16	10%	\$310	\$225	\$4,836
	Secondary Outfits	20	13%	\$360	\$260	\$7,301
	Tuxedo/Suit/Other Accessories	97	62%	\$125	\$71	\$12,090
	Tuxedo/Suit/Other Rent/Purchase	103	66%	\$277	\$179	\$28,520
	Wedding Dress	108	69%	\$1,525	\$906	\$164,151
Bakery						
	Brownies & Blondies	16	10%	\$259	\$220	\$4,040
	Cake Pops	16	10%	\$242	\$201	\$3,775
	Candy Bar	16	10%	\$520	\$438	\$8,112
	Cookies	16	10%	\$239	\$176	\$3,728
	Cupcakes	16	10%	\$319	\$225	\$4,976
	Doughnuts	16	10%	\$261	\$220	\$4,072
	Gelato or Ice Cream Bar	16	10%	\$619	\$600	\$9,656

Category	Item	Weddings	Demand %	Avg Spend	Median Spend	Total Sales
	Macarons	16	10%	\$268	\$220	\$4,181
	Pies	16	10%	\$319	\$225	\$4,976
	Wedding Cake/Dessert	106	68%	\$454	\$330	\$48,160
<b>Beauty Health &amp; Spa</b>						
	Fitness Programs	16	10%	\$597	\$601	\$9,313
	Hair Service	97	62%	\$92	\$68	\$8,898
	Liposuction or Fat Reduction Services	16	10%	\$3,924	\$2,800	\$61,214
	Makeup Service	81	52%	\$78	\$60	\$6,327
	Manicure and Pedicure	83	53%	\$54	\$45	\$4,465
	Spa Treatments	33	21%	\$190	\$133	\$6,224
	Teeth Whitening	33	21%	\$356	\$267	\$11,663
<b>Entertainment</b>						
	Artistic Performances	16	10%	\$1,486	\$1,350	\$23,182
	Childrens Entertainment or Childcare	45	29%	\$1,143	\$1,016	\$51,709
	DJ/MC	84	54%	\$960	\$770	\$80,870
	Entertainment Lighting	67	43%	\$429	\$213	\$28,777
	Humor and Novelty	16	10%	\$558	\$490	\$8,705
	Interactive Experiences	16	10%	\$710	\$600	\$11,076
	Live Band	16	10%	\$2,760	\$1,501	\$43,056
	Musician/s or Soloist or Ensemble	16	10%	\$859	\$400	\$13,400
	Visual Spectacles	16	10%	\$4,410	\$3,250	\$68,796
<b>Event Venue</b>						
	Wedding Venue Bar Service	83	53%	\$2,532	\$2,208	\$209,346
	Wedding Venue Food Service	109	70%	\$4,844	\$3,233	\$528,965
	Wedding Venue Location Fee	106	68%	\$5,035	\$2,546	\$534,113

Category	Item	Weddings	Demand %	Avg Spend	Median Spend	Total Sales
	Wedding Venue Rentals	97	62%	\$1,751	\$1,251	\$169,357
<b>Flowers &amp; Decorations</b>						
	Bouquets	105	67%	\$426	\$240	\$44,526
	Boutonnieres/Corsages	95	61%	\$196	\$153	\$18,651
	Ceremony Flowers & Decorations	101	65%	\$988	\$876	\$100,183
	Exit and Send-off Decorations	51	33%	\$226	\$168	\$11,634
	Reception and Table Flowers & Decorations	103	66%	\$766	\$618	\$78,867
	Unique Decorations	76	49%	\$545	\$458	\$41,660
	Venue Decorations	100	64%	\$980	\$876	\$97,843
<b>Gifts &amp; Favors</b>						
	Experience Gifts for Guests	16	10%	\$633	\$490	\$9,875
	Gift/s Between the Couple Getting Married	83	53%	\$450	\$399	\$37,206
	Gift/s For Attendants	62	40%	\$120	\$40	\$7,488
	Gift/s For Parents	67	43%	\$166	\$79	\$11,135
	Gift/s for Vendors	20	13%	\$424	\$318	\$8,599
	Personalized Items for Guests	45	29%	\$635	\$512	\$28,727
	Special Acknowledgment Gifts	33	21%	\$472	\$401	\$15,463
	Tips (For All Services)	103	66%	\$416	\$285	\$42,831
	Wedding Favors	84	54%	\$216	\$120	\$18,196
	Welcome Bags for Guests	33	21%	\$447	\$318	\$14,644
<b>Invitations</b>						
	Accommodation Cards	58	37%	\$87	\$63	\$5,022
	Ceremony Programs	69	44%	\$131	\$105	\$8,992
	Engagement Announcements	16	10%	\$118	\$116	\$1,841
	Guest Book	94	60%	\$61	\$36	\$5,710



Category	Item	Weddings	Demand %	Avg Spend	Median Spend	Total Sales
	Invitations and Reply Cards	103	66%	\$205	\$148	\$21,107
	Map and Direction Insert Cards	58	37%	\$99	\$70	\$5,714
	Postage/Customized Postage	103	66%	\$96	\$82	\$9,884
	Reception Menus	16	10%	\$127	\$93	\$1,981
	Rsvp Tracking Services	27	17%	\$41	\$31	\$1,087
	Save The Date Cards	75	48%	\$116	\$95	\$8,686
	Table Name and Escort/Place Cards	67	43%	\$89	\$45	\$5,970
	Thank You Cards	100	64%	\$93	\$52	\$9,285
	Wedding Weekend Itinerary Cards	39	25%	\$149	\$85	\$5,811
<b>Jewelry</b>						
	Bracelet	16	10%	\$195	\$71	\$3,042
	Earrings	30	19%	\$194	\$66	\$5,750
	Engagement Ring	72	46%	\$3,730	\$2,359	\$267,665
	Necklace	27	17%	\$246	\$75	\$6,524
	Pendant	27	17%	\$261	\$250	\$6,922
	Watch for Partner 1	33	21%	\$873	\$684	\$28,599
	Watch for Partner 2	33	21%	\$1,028	\$1,008	\$33,677
	Wedding Ring/Band For Partner 1	84	54%	\$845	\$526	\$71,183
	Wedding Ring/Band For Partner 2	87	56%	\$533	\$323	\$46,563
<b>Officiant</b>						
	Officiant	92	59%	\$234	\$130	\$21,537
<b>Other Events &amp; Items</b>						
	After-party	23	15%	\$1,153	\$986	\$26,980
	Day-after Brunch	27	17%	\$1,042	\$926	\$27,634
	Lodging	70	45%	\$370	\$232	\$25,974

Category	Item	Weddings	Demand %	Avg Spend	Median Spend	Total Sales
	Pet Care	39	25%	\$477	\$872	\$18,603
	Rehearsal Dinner	70	45%	\$711	\$428	\$49,912
	Welcome Party	33	21%	\$1,521	\$1,297	\$49,828
<b>Photography &amp; Video</b>						
	Additional Hours of Coverage	39	25%	\$291	\$209	\$11,349
	Custom USB Drives or Digital Delivery	20	13%	\$217	\$158	\$4,401
	Destination/Travel Fees	16	10%	\$1,180	\$1,000	\$18,408
	Digital or Photo CD/DVD	16	10%	\$266	\$61	\$4,150
	Drone Photography/Videography	27	17%	\$439	\$336	\$11,642
	Engagement Session	61	39%	\$353	\$176	\$21,477
	Live Streaming Services	16	10%	\$781	\$610	\$12,184
	Parent Albums	16	10%	\$442	\$325	\$6,895
	Photo Booth	16	10%	\$398	\$231	\$6,209
	Photography/Videography Add-Ons	16	10%	\$467	\$400	\$7,285
	Pre-Wedding or Post-Wedding Photoshoot	16	10%	\$568	\$551	\$8,861
	Prints/Enlargements	16	10%	\$297	\$161	\$4,633
	Raw Footage	16	10%	\$554	\$513	\$8,642
	Second Photographer/Shooter	33	21%	\$475	\$350	\$15,561
	Specialty Prints	16	10%	\$465	\$400	\$7,254
	Wedding Album/s or Photo Book/s	17	11%	\$537	\$176	\$9,215
	Wedding Photographer	103	66%	\$2,221	\$1,420	\$228,674
	Wedding Videographer	33	21%	\$1,696	\$909	\$55,561
<b>Planner/Coordinator</b>						
	Customized Planning Package	16	10%	\$2,421	\$2,000	\$37,768
	Design And Decor Services	16	10%	\$2,510	\$2,188	\$39,156

Category	Item	Weddings	Demand %	Avg Spend	Median Spend	Total Sales
	Destination Wedding Planning	16	10%	\$4,884	\$4,376	\$76,190
	Hourly Services	16	10%	\$1,542	\$475	\$24,055
	Wedding Coordinator	16	10%	\$1,413	\$450	\$22,043
	Wedding Planner	16	10%	\$3,124	\$1,334	\$48,734
<b>Transportation</b>						
	Group Transportation	17	11%	\$734	\$351	\$12,595
	Limo Rental	16	10%	\$486	\$376	\$7,582
	Unique Transportation	16	10%	\$674	\$550	\$10,514
	Vintage/luxury Car Rental	16	10%	\$809	\$610	\$12,620

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# Competitive Landscape

Year: 2025

Location: Limestone TX - (County)

Category	Businesses	Weddings per Year	Avg Sale per Wedding	Gross Sales per Year
Attire & Accessories	1	125	\$1,903	\$237,875
Bakery	2	56	\$454	\$25,424
Beauty Health & Spa	2	63	\$693	\$43,659
Entertainment	1	64	\$2,113	\$135,232
Event Venue	2	48	\$9,242	\$443,616
Flowers & Decorations	3	40	\$2,522	\$100,880
Gifts & Favors	1	74	\$1,245	\$92,130
Invitations	1	71	\$584	\$41,464
Jewelry	1	86	\$3,012	\$259,032
Officiant	2	56	\$234	\$13,104
Photography & Video	3	31	\$2,836	\$87,916
Planner/Coordinator	1	20	\$3,124	\$62,480
Transportation	1	83	\$278	\$23,074

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# Methodology & Use of Data

Methodology details are located at: <https://wedding.report/action/home/view/methodology/>

Use of Data details are located at: [https://wedding.report/action/home/view/terms\\_of\\_service/](https://wedding.report/action/home/view/terms_of_service/)